

### **REMARKS**

In response to the Office Action dated June 2, 2006, Applicant respectfully requests reconsideration based on the above claim amendment and the following remarks. Applicant respectfully submits that the claims as presented are in condition for allowance.

Applicants appreciate the Examiner's careful examination of the present application and the courtesies extended to Applicant's undersigned attorney during the telephonic interview of July 6, 2006. During the interview Applicant's attorney and the Examiner discussed possible amendments to the claims that would serve to better distinguish the claimed inventions from the cited art. Applicant believes the present amendments are in accordance with the Examiner's suggestions and overcome the rejections. Applicant respectfully requests that the present remarks constitute an Interview Summary pursuant to MPEP § 713.04.

### **Status of the Claims**

Claims 1-4, 6-32, 34-60 and 62-84 are pending in the present application. Claims 1-4, 6-32, 34-60, and 62-84 stand rejected under Section 102(b) as being anticipated by Items U1-X7 cited in the PTO-892 (collectively referred to herein as "Superpages"). Claim 85 is added by the present amendments.

### **The Rejections under Section 102**

Claim 1 as amended recites:

1. A method for receiving an order for a listing of a business in a business directory, the method comprising:
  - providing a Web site accessible by a customer;
  - displaying at the Web site a list of multiple, individually selectable available optional listing enhancements;
  - soliciting at the Web site a selection by the customer of one or more of the optional listing enhancements;
  - receiving an enhancement request from the customer via the Web site to include in the listing of the business in the business directory at least one optional listing enhancement from the list of

available optional listing enhancements, whereby the customer configures a customized business listing;  
generating a customized price quote for the customized business listing;  
displaying at the Web site the customized price quote for the customized business listing to the customer; and  
receiving an order request from the customer via the Web site to place an order for the customized business listing in the business directory, including the at least one optional listing enhancement requested by the customer.

Applicant's invention derives from the determination by Applicant that there may be certain customers who can be effectively reached and transacted with via a Web site and who may wish to buy customized business directory listings with optional enhancements, and that orders for at least certain optional enhancements can be effectively received via a Web site without requiring human intervention from the vendor for at least certain steps through the placement of an order. Such customers may be customers that are difficult to reach using traditional sales methods and mechanisms and/or customers that cannot be cost-effectively sold to using traditional sales methods and mechanisms.

Applicant respectfully submits that the cited art (Superpages) does not teach or suggest the methods as now claimed. More particularly, Superpages fails to disclose a method including, *inter alia*: displaying at a Web site a list of multiple, individually selectable available optional listing enhancements; soliciting at the Web site a selection by the customer of one or more of the optional listing enhancements; receiving an enhancement request from the customer via the Web site to include in the listing of the business in the business directory at least one optional listing enhancement from the list of available optional listing enhancements, whereby the customer configures a customized business listing; and receiving an order request from the customer via the Web site to place an order for the customized business listing in the business directory.

The Action contends that Superpages discloses a method including providing a Web site accessible by a customer and receiving a request from the customer at the Web site to place the order for a listing of a business in a business directory. As best understood, the Action contends that this disclosure is inherent in the menu option "Buy Ads Online" found

in Item U1 of Superpages. The Action further contends that the steps of displaying at the Web site a list of available optional listing enhancements and receiving from the customer at the Web site a selection of at least one optional listing enhancement are disclosed by Superpages in Items U1, V2, W2, X2, U3, W3, U4 and W4.

However, the cited Items do not teach or suggest a method as claimed and, in fact, appear to contemplate only very different methods of interacting with a customer. While Items U1 and V1 include the menu option "Buy Ads Online", no further pages are provided by the Action to indicate what options or functions are provided or initiated when the customer selects the "Buy Ads Online" option. Traditionally, listing enhancements have been offered to customers through direct interactions or negotiations with sales representatives of the business directory offeror. Thus, it may be expected that the "Buy Ads Online" option merely allows the customer to buy a basic ad online, and any enhancements can only be ordered by interfacing with a sales representative offline.

The foregoing expected limitation on the "Buy Ads Online" menu option is evidenced and supported by the Items cited by the Action in support of the rejection. Notably, each of Items V2, W2, X2, U3, W3, U4 and W4 is a Web page extended from the menu option (on the Web page of Item U1) "Advertise with Us", not the "Buy Ads Online" menu option. Each of Items V2, W2, X2, U3, U4 and W4<sup>1</sup> ends with the text/link: "Click here for Options to Order and to contact us for pricing." Item U2 (the apparent main Web page for the "Advertise with Us" menu option) recites "Options to Order Now Include: A. Online Inquiry... B. Phone... C. Contact Your Local Verizon Sales Rep...." (See Item U2 at page 2)<sup>2</sup>. Based on the map listed at the top of Item V3<sup>3</sup>, it appears that the Web page of Item V3 is provided in response to selection of the "Online Inquiry" option of Items V2, W2, X2, U3, U4 and W4 by the customer. Item V3, however, only provides a form for the customer to fill in and submit to Verizon to request that Verizon call the customer or mail the customer more information. Thus, Superpages does not appear to contemplate enabling the customer to

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<sup>1</sup> Other than the side menu options, Item W3 only provides the options to "Click here to see how your business would appear in the Yellow Pages with..."

<sup>2</sup> It appears that these same contact options are listed on the left side menu of each of these Web pages.

request an optional listing enhancement at the Web site or order a listing including such an optional listing enhancement at the Web site.

With regard to the portions of Superpages cited in the Action at page 2, lines 14-19, Applicant notes that, with the exception of Items W6 and W7 (which are clearly not relevant), these Items all flow from the "Advertise with Us" path. There is no indication that any of the listed options could be purchased by a customer via the Web site.

Regarding the assertion in the Action at page 3, lines 2-3, that "the entire process could take place online as disclosed by Superpages (see at least V3 p.1)," Applicant respectfully submits that the reference does not suggest such a process. As discussed above, Item V3 does not enable a customer select from multiple, individually selectable optional listing enhancements to configure a customized business listing as claimed.

Thus, Superpages, as best understood from the documents provided, does not enable a customer to configure a customized business listing via a Web site, the customized business listing including selected ones from a list of available optional listing enhancements.

Further regarding Claim 1, Superpages also fails to disclose a method as claimed including: generating a customized price quote for the customized business listing; and displaying the customized price quote for the customized business listing at the Web site to the customer. The Action rejects former Claims 17 and 18 on the grounds that Superpages displays prices for certain prepackaged sets of options, and suggests "that incorporating a greater degree of the functionality of the present application into the claims might be helpful." Applicant respectfully submits that the claims as now amended incorporate such further distinguishing functionality. For example, Superpages does not generate and display a price quote that is customized for a business listing that has been customized by the customer. No price quote is apparent in Item U1, U2 or V2. The only pricing information displayed in Item U3 and Item W4 is for a given feature or a Web site, not for a business listing configured and ordered by a customer.

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<sup>3</sup> That is, "Home -> Advertise with Us -> Online Inquiry".

In view of the foregoing, Applicant respectfully submits that Claim 1 as amended is allowable over the cited art. Claims 2, 4, 6-16, 18-28, and 85 depend from Claim 1 as amended and are therefore allowable as well for at least these reasons.

Claim 29 (system for receiving an order for a listing of a business in a business directory) and Claim 57 (computer program product for receiving an order for a listing of a business in a business directory) have been amended similarly to Claim 1 and are distinguishable from the cited art for the reasons set forth above. Claims 30, 32, 34-44, and 46-56 depend from Claim 29 and Claims 58, 60, 62-72, and 74-84 depend from Claim 57, respectively, and these claims are therefore allowable as well for at least these reasons.

At least certain of the dependent claims are further patentably distinguishable from the cited art. Claim 16 as amended depends from Claim 1 and further recites "displaying at the Web site a solicitation for billing information from the customer; and receiving billing information from the customer via the Web site." The Action contends that Item V3 discloses this step. However, the Web page of Item V3 is only configured to receive contact information to enable contact by an agent. In any case, Item V3 does not solicit billing information and a customer's billing and contact information are not necessarily the same. Claims 24, 44, 52, 72 and 80 include the same or similar recitations as Claim 16 and are therefore further distinguishable from the cited art for these reasons as well.

Claim 18 depends from Claim 1 and further recites "wherein the step of generating the customized price quote includes calculating the customized price quote based on features requested by the customer to be included in the business listing." No calculation of a price quote is evident from the Web pages of Items U1, U2, V2, U3 and W4. More particularly, no calculation of a customized price quote as claimed is evident from the cited art. Claims 46 and 74 include the same or similar recitations as Claim 18 and are therefore further distinguishable from the cited art for these reasons as well.

New Claim 85 recites steps undertaken by a customer via the website and further distinguishes the claimed inventions from the cited art.

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**CONCLUSION**

Applicant respectfully submits that this application is now in condition for allowance, which action is requested. Should the Examiner have any matters outstanding of resolution, he is encouraged to telephone the undersigned at 919-854-1400 for expeditious handling.

Respectfully submitted,




David D. Beatty  
Registration No. 38,071  
Attorney for Applicant

**USPTO Customer No. 39072**  
Myers Bigel Sibley & Sajovec, P.A.  
Post Office Box 37428  
Raleigh, North Carolina 27627  
Telephone: (919) 854-1400  
Facsimile: (919) 854-1401

**CERTIFICATION OF ELECTRONIC TRANSMISSION UNDER 37 CFR § 1.8**

I hereby certify that this correspondence is being transmitted electronically to the U.S. Patent and Trademark Office on October 26, 2006 using the EFS.

  
Katie Wu  
Date of Signature: October 26, 2006